



FOR IMMEDIATE RELEASE

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MONTANA GIVING AWAY A PRIVATE SKI MOUNTAIN

Winner and Five “Best Friends” Get the Whole Place to Themselves for Two Days

Sure, some states give away bumper stickers or road maps, but Montana is giving away an entire ski mountain complete with a daily buffet of all the powder you can eat. One lucky winner and five friends will spend two days carving up the nicely tilted terrain at Showdown Mountain in Montana’s Lewis & Clark National Forest. And the kicker – the winner and his or her posse will have it all to themselves. After arriving at the mountain, skis and snowboards in hand, the gate will close and the winner won’t have to share with anyone.

In addition to a private powder sanctuary and an all expenses paid trip, the winner will also have a gourmet chef at their beck and call as well as a new, shred-ready clothing system complements of The North Face.

Montana receives over thirty feet of billowy, cold smoke snow annually. Home to sixteen ski areas, thousands of kilometers of cross-country skiing trails, ice climbing, hot springing and a slew of other winter activities, Montana is a Mecca for snow lovers. For contest details, visit www.WinYourOwnMountain.com.

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Additional Details:

Entry Dates: Enter online September 17th through November 30th, 2006 or enter at North Face retail stores across the U.S, October 1st through October 31st.

Winner Announced: Mid-December, 2006

Winner & Friends bask in powdery solitude: early March, 2007